

CALIFORNIA 5 A DAY— FOR BETTER HEALTH! CAMPAIGN

The *California 5 a Day—for Better Health! Campaign*, established in 1988 and adopted nationally in 1991, is a statewide social marketing initiative led by the California Department of Health Services in cooperation with the National 5 A Day Program of the National Cancer Institute.



The *California 5 a Day Campaign* is administered in part by the Public Health Institute, funded principally by the United States Department of Agriculture Food Stamp Program, and is one of nearly 180 projects within the *California Nutrition Network for Healthy, Active Families*. Its purpose is to empower low-income Californians to consume 5 to 9 daily servings of fruits and vegetables and engage in at least 30 minutes of physical activity a day for adults and

60 minutes a day for children by creating environments where these behaviors are both easy to do and socially supported. The *5 a Day Campaign*

also encourages participation in federal nutrition assistance programs among those who are eligible. These efforts are pursued to promote good health and reduce the risk of chronic diseases, such as heart disease, cancer, hypertension, stroke, diabetes, and obesity.

Despite the known health benefits, California children and adults are not eating enough fruits and vegetables and getting enough physical activity. Nearly 80 percent of California's 9- to 11-year-old children fail to eat the recommended minimum of 5 daily servings of fruits and vegetables.¹ Likewise, approximately 80 percent of California's fifth-graders do not meet minimum physical fitness standards.²

California adults are facing a similar plight. The *2001 California Dietary Practices Survey* indicates that the



1. *Special Report to the American Cancer Society, 1999 California Children's Eating and Exercise Practices Survey: Fruits and Vegetables, A Long Way to Go*. Public Health Institute, Berkeley, CA, 2000.

2. *California Physical Fitness Test 2001: Report to the Governor and Legislature*, California Department of Education Standards and Assessment Division, December 2001.



average statewide consumption of fruits and vegetables was 3.9 servings, and only 34 percent of adults met the *5 a Day* goal.³ Moreover, 37 percent of adults consumed 2 or fewer servings of fruits and vegetables, an amount that in epidemiological studies doubles the risk of multiple types of common cancers.³ Similarly, only 36 percent of California adults engage in the minimum recommended level of moderate-intensity physical activity.⁴

To reduce poor dietary and physical inactivity habits and make a long-term investment in the health of Californians, the *California 5 a Day Campaign* operates the *Children's 5 a Day—Power Play! Campaign*, *Latino 5 a Day Campaign*, *African American*

5 a Day Campaign, *5 a Day Retail Program*, and *5 a Day—Be Active! Worksite Program*. These programs facilitate behavior change by reaching consumers directly through multiple venues, enabling organizations and communities to create environments that support fruit and vegetable consumption and physical activity, and establishing policies that make *5 a Day* and physical activity opportunities more accessible. Formal evaluation studies conducted for the *Children's 5 a Day—Power Play!* and *Latino 5 a Day Campaigns* showed significant gains in fruit and vegetable consumption as a result of the *Campaigns'* interventions, with a 14 percent increase among children and 37 percent increase among Spanish-speaking Latino adults.⁵⁻⁶

The *Children's 5 a Day—Power Play! Campaign* helps communities in all 58 counties within California bring the *5 a Day* and physical activity messages to low-income 9- to 11-year-old children through school classrooms and cafeterias; community youth organizations; farmers' market, supermarket and restaurant promotions; and



3. 2001 *California Dietary Practices Survey*. Cancer Prevention and Nutrition Section, California Department of Health Services, Sacramento, CA, unpublished data.

4. *California Data—California Behavioral Risk Factor Survey, 2001 data*. Survey Research Group, Cancer Surveillance Section, California Department of Health Services, 2003.

5. Foerster SB, Gregson J, Beall DL, Hudes M, Magnuson H, Livingston S, Davis MA, Joy AB, Garbolino T. *The California Children's 5 a Day—Power Play! Campaign: Evaluation of a Large-Scale Social Marketing Initiative*. Family and Community Health, 1998; 21(1): 46-64.

6. Backman DR, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute, Sacramento, CA, 2003.

media activities, including television advertising and public relations. Eleven regional lead agencies are funded to oversee the implementation of the *Campaign*. In addition to education, marketing, and promotional activities, the lead agencies, their partners, and policymakers work toward increasing fruit and vegetable selections in school cafeterias, creating healthier vending machine and fundraising options, developing healthy snack policies in youth organizations, increasing access to school gardens, and increasing the availability of safe places for children to be physically active. Approximately 230,000 low-income children are actively engaged in *5 a Day—Power Play!* activities each year, with thousands more reached through advertising, media tours, and special community events.

The *Latino 5 a Day Campaign* works with public and private partners, policymakers, and opinion leaders to reach low-income Latino adults, aged 18 to 54 years, with *5 a Day* and physical activity information and opportunities for action. Four regional lead agencies in Central and Southern California currently



receive funding to reach Latinos by conducting skill-building and consumer empowerment activities at farmers' /flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, community clinics, and Latino cultural gatherings. These activities, which reach nearly 800,000 low-income Latinos annually, are reinforced with Spanish- and English-language television, radio, and outdoor advertising, media advocacy, and special community events. To support these activities, the *Latino 5 a Day Campaign* is building a policy platform to improve access to fruits and vegetables and safe physical activity opportunities in low-income Latino communities. Over the next two years, the *Latino 5 a Day Campaign* will be operating nearly statewide to serve the needs of the growing Latino population.

The *African American 5 a Day Campaign* oversees 15 faith-based community projects throughout California that target low-income African American





adults, aged 18 to 54 years. The faith-based projects, which reach over 250,000 African American adults annually, receive funding to establish and expand health ministries that promote the *5 a Day* and physical activity messages. The faith projects integrate nutrition education into church sermons, radio programs, newsletters, and Web sites; conduct activities at community health and fitness fairs, farmers' markets, and supermarkets; change church policies to increase access to fruits and vegetables at potlucks and other gatherings; integrate physical activity into church meetings; and work with community advocates and policymakers to establish farmers' markets, neighborhood grocery stores, and safe places for physical activity in African American communities. These activities are supported by African American-targeted television, radio, and outdoor advertising, media tours, and media advocacy. Over the next three years, the *African American 5 a Day Campaign* will expand its faith-based projects and find new ways to serve the African American community.

The *5 a Day Retail Program* works with nearly 1,000 California grocery stores to increase the purchase of fruits and vegetables among low-income adults and their families. The *5 a Day Retail Program* uses a combination of in-store merchandising, such as point-of-sale materials and recipe cards; promotional activities, such as food demonstrations and retail-sponsored community events; and television and radio advertising to help consumers choose healthy foods. The *5 a Day Retail Program* also provides retailers with advertising copy, *5 a Day* artwork, and in-store radio announcements that enable them to create their own *5 a Day* environments at the store level.

The *5 a Day—Be Active! Worksite Program* catalyzes the establishment of healthy worksite environments for predominately low-income working adults. Following extensive formative research, the *5 a Day—Be Active! Worksite Program* is collaborating with the public health community, worksite executives, and policymakers to develop



and pilot test various methods to improve access to fruits and vegetables in worksite cafeterias, catering trucks, vending machines, and at meetings, potlucks and other workplace gatherings. These partners are also determining ways to promote physical activity during breaks, meetings, and before and after work; reduce employer liability for physical activity promotion; and encourage workplace design provisions that support physical activity by providing showers, changing facilities, and free bicycle storage.

Each targeted program within the *California 5 a Day Campaign* collaborates with national, state, regional, and local organizations. The *California 5 a Day Campaign* joins the *Network* and its low-income targeted state and local programs in influencing families to enjoy a healthy lifestyle. The *Network*-funded programs include 30 of the 58 local health departments, 44 of the state's 987 school districts, 4 park and recreation departments, 7 county offices of education, 6 tribal agencies, among others. The *California 5 a Day Campaign* also partners with members of the National 5 a Day Partnership, California Departments of Education and Food and Agriculture, California



Food Policy Advocates, California Grocers Association, African American Health Council, and more than 300 other businesses and food industry organizations. These partners endorse, adopt, or adapt our model programs, provide public relations and advocacy support, offer technical assistance in developing new initiatives, and open opportunities for other collaborations.

In its totality, the *California 5 a Day Campaign* is a proven-effective, well-integrated, community- and policy-driven initiative that is firmly established at the state and local levels.

Contact:

California 5 a Day—for Better Health!
Campaign

Desiree Backman,
DrPH, RD, Manager
dbackman@dhs.ca.gov
(916) 449-5409

